

GlobeScan's Services:

Sustainability Strategy & Goal Setting

At GlobeScan, we have a wealth of experience in helping companies develop their sustainability strategies, positioning, and goal setting. We do this by assessing the competitive context to ensure differentiation and leadership, understanding stakeholder (internal and external) expectations and feedback, and aligning this with the practical internal realities of the company. In addition, our ongoing global public and stakeholder opinion research allows us to track shifting expectations for recognized leadership across geography and audiences.

Our Approach:

GlobeScan draws on this experience advising leading companies to develop a playbook for clients with their strategy development and positioning. This includes several components:

- **Benchmarking:** Scanning the landscape for best practices among peers and leaders to assess where you stand
- **Materiality & Trends:** Identifying, understanding, and prioritizing the issues and trends that matter most to your business and stakeholders, to inform strategy
- **Strategy & Goal Setting:** Co-creating frameworks, positioning, and goals that leverage risks, opportunities, and best practices to guide action and impact
- **Engagement:** Engaging internal and external stakeholders to help test the frameworks, integrate feedback, and execute the strategy
- **Communications & Narratives:** Helping develop the optimal way to communicate strategy and goals, including messages by key stakeholder audiences and regions, as well as a formulation for an integrated and compelling narrative.

Our Clients

We work with dozens of companies each year on their sustainability strategy development and positioning. Some of our clients include 3M, Anglo American, Cargill, Danone, De Beers Group, Formia, Intel, Natura, Nutrien, PepsiCo, Standard Chartered, Sun Life Financial, and Unilever.

About GlobeScan

GlobeScan is a global insights and strategy consultancy helping companies, NGOs, and governmental organizations know their world and create strategies to lead a sustainable and equitable future. Established in 1987, GlobeScan is a Certified B Corp with offices in Cape Town, Hong Kong, Hyderabad, London, Paris, San Francisco, Singapore, São Paulo, and Toronto.

Learn more: www.globescan.com